

Bumper Stickers

■ PURPOSE

- To demonstrate participants' understanding or perspective of a topic
- To develop the most memorable "bumper sticker" slogan

■ SUPPLIES

- An overhead transparency or flip chart page of the player instructions prepared in advance
- An overhead projector or flip chart easel and markers
- Large strips of paper (approximately 5" by 24"--- these can be cut from flip chart pages)
- Assorted color markers for the participants
- Paper and pencils for each participant
- Making tape for posting strips of paper
- Prizes (optional)

■ STEPS

1. Divide the group into teams of two to five players each.
2. Distribute paper, pencils, strips of paper, and markers to each team.
3. Define the task: "Take five minutes to write a slogan or bumper sticker that summarizes what you have learned from this session."
4. Post the player instructions using an overhead transparency or flip chart page.
5. After five minutes, call time and invite each team in turn to post its bumper sticker and present it to the rest of the group.
6. Debrief the participants about what the bumper stickers indicate about what they have learned about the topic.
7. (Optional.) Poll the participants about the best bumper sticker and award prizes to the winning team.

■ CUSTOMIZING THE EXERCISE

- Group size: if a small group, have each person create a bumper sticker.
- If there is more time, allow teams to create a series of slogans or bumper stickers.
- Assign each team a portion of content for which to create the bumper sticker.
- Assign teams to create slogans for a new product or a mission statement.
- Use this exercise at various times during the session, letting teams or individuals accumulate points. Points can be assigned for originality, humor, accuracy, or other appropriate considerations.

Player Instructions For
BUMPER STICKERS

- Create a slogan about the assigned topic (5 minutes).
- Make a bumper sticker.
- Post and explain your bumper sticker.